

**CLAIMS**

Please amend the claims as follows:

Claims 1-68 (Canceled).

69. (Currently Amended) A computer implemented method for selling goods and services in conjunction with the Internet, comprising:

receiving, by a computer within a network of computers, session information from a website about a customer session on the website, the website being associated with a selected enterprise from a plurality of enterprises and the session information comprising one or more products a customer is searching using a browser application executing on a customer computer;

receiving, by [[a]] the computer within the network of computers, customer information associated with the customer from the selected enterprise;

determining, by [[a]] the computer within the network of computers, from the session information and the customer information that the customer constitutes a sales opportunity appropriate for sales assistance;

executing, by [[a]] the computer within the network of computers, a matching engine to determine one or more desirable sales associates from among a plurality of sales associates for the customer based on the session information, the customer information, and sales associate information associated with each of the plurality of sales associates;

transmitting, by [[a]] the computer within the network of computers, a signal to a computer associated with a selected one of the one or more desirable sales associates in order to notify the selected sales associate that the sales opportunity regarding the customer exists;

facilitating communication for a sales transaction between the customer computer and the computer associated with the selected sales associate via the Internet;

receiving, by [[a]] the computer within the network of computers, sales information;

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**APPLICATION NO. 09/922,753**

retrieving, by [[a]] the computer within the network of computers, from a database of collateral sales material, best practices information to assist with ~~previously determined to be effective in~~ closing a sale given the sales associate information associated with the selected sales associate, the customer information and the one or more products the customer is searching; and  
providing, by [[a]] the computer within the network of computers, to the computer associated with the selected sales associate, the session information, the customer information, and the retrieved information.

Claim 70 (Canceled).